ABSTRACT OF THE DISCLOSURE

A method of and apparatus for efficiently managing video programming services by a provider of video on demand services in response to requests from cable television subscribers.

5   The system is controlled by a multimedia application server. Upon receipt of a request, the multimedia application server searches for the most appropriate means of satisfying the request. If the requested program is already being provided, the streaming occurs from the same video server, if capacity is available. If the program already exists in streamable form, it is streamed from that location. If the requested program must be transferred to video server memory, the

10   available space is found to accommodate the transfer or existing programming is swapped out.